

In the Claims

1. (Currently amended) An information system, comprising:

a controller, for generating an image representative signal adapted for use by a display device;

a broadcast interface for applying broadcast information from a broadcast signal to a controller; and

an interactive information interface for applying interactive information from the web to said controller;

an input device interface for providing user input to said controller;

data memory for storing user preferences;

wherein said controller is configured to obtain including said broadcast information, said interactive information in response to said user input and broadcast information in response to said user input, said controller being further configured to generate and a user selectable element in said image representative signal such that corresponding presented imagery includes: an interactive portion containing said interactive information, and a broadcast portion containing said broadcast portion, wherein said interactive and said broadcast portions are formatted according to said user preferences, and a user-selectable element;

wherein said interactive information interface retrieves information from a network in response to the reception of broadcast information, the information being selected by the user using the user-selectable element.

2. (Currently amended) The information system of claim 1, wherein:

said broadcast signal user-selectable element comprises a hyperlink having associated

with said interactive information it an object;

—said interactive information interface, in response to a selection of said hyperlink, includes said object associated with said hyperlink within said interactive information.

3. (Original) The information system of claim 1, further comprising:
an input device for selecting said user selectable element, said input element comprising at least one of a keypad, a pointing device and a graphical user interface.
4. (Cancelled)
5. (Original) The information system of claim 1, wherein:
said interactive information interface comprises a network access device.
6. (Previously Presented) The information system of claim 5, wherein:
said network access device includes a web modem.
7. (Original) The information system of claim 1, wherein:
said interactive portion of said imagery comprises objects retrieved from a network and displayed in a first image panel; and
said broadcast portion of said imagery comprises broadcast video imagery displayed in a second image panel.
8. (Original) The information system of claim 7, wherein:
said first panel is at least partially transparent and overlaps said second panel.

9. (Original) The information system of claim 1, wherein:
said user selectable element includes a control button for selecting a preference, said preference being used to determine how said broadcast information is presented in relationship to said interactive information.
10. (Previously Presented) The information system of claim 7 wherein said first image panel is used to display web content.
11. (Original) The information system of claim 4, wherein:
said user preference stored in said data memory is accessible to at least a networked server to which the preference relates.
12. (Cancelled)
13. (Previously Presented) The information system of claim 7, wherein:
said retrieved information is displayed in said first image panel.
14. (Previously Presented) The information system of claim 1, further comprising:
data memory for storing a user preference, said user preference being stored in said memory by a web site interacting with said interactive information interface.
15. (Previously Presented) The information system of claim 1, further comprising:
data memory for storing a user preference, said user preference being stored in said memory in response to user interaction via said user selectable element.

16. (Currently amended) A method of displaying information comprising:
- initializing a display system;
 - receiving selected web content;
 - receiving broadcast content;
 - receiving user preferences;
 - receiving personalized indicia within at least an out-of-band portion of a television signal;
 - altering the broadcast content according to the personalized indicia;
 - formatting received web content, received broadcast content, and received personalized indicia into video information according to said user preferences; and
 - displaying video information to simultaneously produce interactive information having a user selectable element and a television broadcast.
17. (Cancelled)
18. (Previously Presented) A method according to claim 16 further including retrieving personalized information based on said personalized indicia.
19. (Previously Presented) A method according to claim 16 wherein said personalized indicia is a web browser cookie.
20. (Original) A method according to claim 15 further including retrieving preferences and formatting the received selected web content and received broadcast content based on those preferences.

21. (Previously Presented) The information system of claim 1, wherein:
said user selectable element includes a control button for selecting a preference, said preference being used to select from a set of predetermined display formats that determine how displayed broadcast information is presented in relationship to displayed interactive information.

22. (Previously Presented) The information system of claim 1, wherein:
said user selectable element includes a control button for selecting a preference, said preference being used to alter a predetermined display format that determines how displayed broadcast information is presented in relationship to displayed interactive information.